



TRADE SHOW OPPORTUNITY



# EXPHOTEL 2003

## CANCUN, MEXICO

### The Show:

**ExpHotel 2003** is the 7th International Show for the hospitality industry, and the most complete and important trade event in the Caribbean region. During **ExpHotel 2002**, over 5,500 key contacts from the hospitality industry—including hotels, restaurants, industrial cafeterias, bars and discos—visited the show.

### Dates:

June 11-13, 2003

### The Market:

Mexico, with its large and growing population, stable economy, liberalized import policy and ideal geographic location, is a dynamic market for exports of top quality U.S. food and agricultural products. From calendar years 1996 to 2002, the total value of U.S. exports of agricultural, fish and forest products to Mexico swelled from \$5.7 to \$7.7 billion. Sales of consumer-oriented products accounted for most of that impressive increase, surging from \$1.2 to \$2.8 billion, a gain of 133 percent.

### Best Product Prospects:

Beef cuts and variety meats  
Dairy products  
Seafood and products  
Snacks  
Food ingredients  
Fruit and vegetable juices  
Sauces and other condiments



Fresh and processed fruits and vegetables  
Alcoholic beverages  
Nonalcoholic beverages  
Vegetable oils  
Frozen products  
Sugar and sweeteners  
Herbs and spices



### USDA Contacts:

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